

**SUBSCRIBER SELECTABLE ALTERNATIVE  
TO AUDIBLE RINGBACK SIGNALS**

**Abstract of the Disclosure**

A telephone call processing arrangement establishes a path between a called switching center and an audio content server in response to receipt of an incoming call to a subscriber. A preselected audio presentation is transmitted from the audio content server to the caller in lieu of audible ringback signals. A call leg is then extended from the called switching center to the called or forwarded station and, in response to an answer of the call by the called party, the audio content server is disconnected from the caller while the caller is connected to the call leg. Such provision may be employed for a mobile or landline subscriber.